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RETAIL STORE EDITION

DIG & DUNG

Sales and Service Bulletin



BLUE LABEL DAHLIAS



Sure to Grow. Free from Disease. True to Name

WAYLAND DAHLIA GARDENS

E. R. Ryno, Prop.

Wayland, Mich., U. S. A.

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DIG & DUNG

Sales and Service Bulletin

No. 2

BLUE LABEL DAHLIAS

Every Root sure to grow
FOR SALE HERE

6 Fine DAHLIAS only 50¢
9 Different Collections

BLUE LABEL
Dahlias
NOW ONLY 50¢ PER BOX
Six fine Dahlias in each box

6 Fine DAHLIAS only 50¢
54 Different Varieties

DIG & DUNG

PUBLISHED BY
WAYLAND DAHLIA GARDENS
E.R. RYNO, PROP.
WAYLAND, MICHIGAN

SEASON OF 1940

This edition of DIG & DUG is intended primarily for Retail Seed and Nursery stores, Florists and Department stores, and those who want a fast selling popular priced line of Dahlias for over-the-counter trade. Those who sell through catalogs, as well as those who buy dahlias in bulk for growing either roots or cut flowers, should send for our General Trade Edition, in which are listed nearly all the standard garden, cut flower and exhibition varieties available in quantities sufficient for the wholesale trade.

In making up the line of Boxed Dahlia Collections presented in this Bulletin we have tried to give our dealers not only a line of merchandise that would enable them to compete with the Dime stores, but also a line that could be offered with full assurance that the stock is absolutely of the highest grade and sure to please even that exacting type of customer "who has gone through life demanding to see the manager."

To build up a stock sufficient to make this line possible has taken a lot of time and money, and now that we are ready to release nine different collections to our dealers, we feel that we can go to them and tell them frankly that it is our belief that never before have they had the opportunity to take on a line of goods that could compare with it for selling powers.

Those of you who have happened into the Dime stores in the spring have no doubt seen dahlias going out as fast as they could be handed over the counter—roots perhaps of doubtful origin, packed in gaudily colored cartons, selling like hotcakes at a dime a throw.

Now we are offering you dahlias packed six good roots of known origin, known quality and known


value in an attractive box to sell at 50c a box—only 8 1-3c a root or 1 2-3c less than the Dime store price.


Each collection presents a perfectly balanced range of forms and colors, and every sale you make is going to make you a friend, who, if he doesn't take the entire line this year, is pretty certain to come back for the rest of it next year.

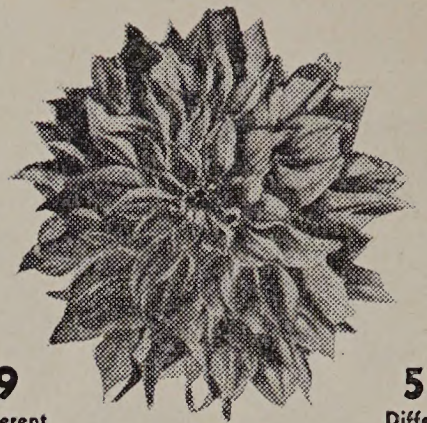
We ask you to consider this line of Boxed Dahlia Collections, note the list of varieties included in each collection as shown on pages 4 and 5, and note our Special Introductory Offer on page 6.

Each of these collections has a uniform selling price of 50c per box, and is sold to the dealer at a uniform price of \$3. per carton of 12 boxes. This gives you 25c profit on each box, instead of a nickel on each sale as the Dime store makes.

This bulletin is being mailed to nearly all the retail seed dealers in the United States. We are prepared to take on only one thousand of these dealers this spring and to avoid disappointment we suggest that you get your order in without delay. Remember dahlias are a specialty crop and when present stock is exhausted more roots will not be available until another season's crop is harvested. Practically every one of our customers of last year has already got his order in for this season and many of those who got a trial order last year, have sent their initial orders for from one hundred to three hundred boxes for this season.



means


to you
!!!



9
Different
Collections

54
Different
Varieties


BLUE LABEL

Dahlias

NOW ONLY **50¢** PER BOX

Six fine Dahlias in each box

Mat of above cut for newspaper ad is supplied without charge with your initial order.

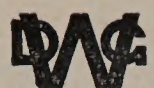
We are giving on the front page a suggested arrangement of boxes and dealer helps we send you with your initial order. The boxes themselves will attract attention in any window or on any counter but their eye-appeal is greatly augmented by the colored display easel and window posters we supply you.

Note that the price is strongly displayed and you can be certain that if these boxes are placed where people can see them and know that they are being offered at this remarkably low price they will surely want to know more about them.

Each box states plainly the names of the varieties contained and type and color of each variety so customers can make selections easily and without any great sales effort on your part.

We want you to try this line this year and be convinced that it will outsell any packaged article in your store.

Remember we stand back of every root we put out and guarantee all stock in these boxes to be **SURE TO GROW, FREE FROM DISEASE AND TRUE TO NAME.**



BLUE LABEL DAHLIAS ARE--

GROWN RIGHT

All our stock is grown by ourselves on our own fertile farms, and is stored, processed and packed in our own frost-proof cellars.

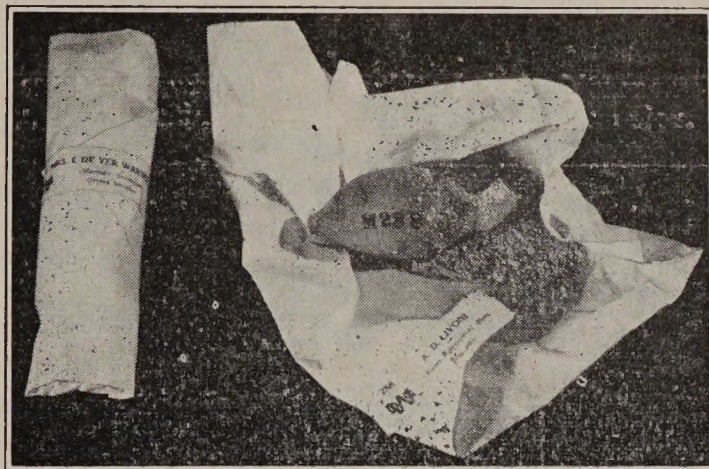
Planting, cultivating and digging are all done on a large scale with the latest modern machinery and at minimum cost.

Fields are all carefully rouged during blooming season and all plants showing any sign of weakness as well as those not true to name are destroyed.

You can't find better stock at any price, and every root can be depended upon to produce a strong healthy plant that will bloom from late summer until frost the year it is planted.

PACKED RIGHT

Each root is packed in clean green log sawdust, wrapped in white semi-parchment paper, and labelled with our special blue label showing name of variety, type and predominating color.



The six roots in each collection are wrapped in green florist's tissue with Cultural Directions, and packed in a neat box with colored label showing contents.

These boxes make an attractive piece of merchandise and the roots contained in them will keep for weeks without shrivelling or losing their vitality.



PRICED RIGHT

We have tried to make the price on these collections so low that every one of your customers would want to buy them.

Every person who grows dahlias at all will surely want a full range of colors in order that each cutting of blooms will make an attractive bouquet. Most customers will want more than one collection, and no doubt many of them will want the whole set, especially when they can be had for such a small cost.

We urge our dealers to have at least a fair representation of each collection in stock and to make it possible for them to do so, we have made a very interesting SPECIAL INTRODUCTORY OFFER which will be found on page 6.

Here Is the Complete Line

No. A-1 6 Art Type Dahlias

The Art type of dahlia has semi-double blooms of large size, and resemble a hybrid perpetual rose bloom, fully opened. I consider it the most artistic type of dahlia, and especially recommend it for planting in beds and borders where its large size and beautiful colors will show off to greatest advantage. This collection comprises the following varieties:—

DIANA, brilliant scarlet
CLEOPATRA, dull gold and red
ROSALIA STYLES, glowing pink
WHITE CAP, white
JAN OLIESLAGER, yellow
MAD. VON BYSTEIN, lilac pink

No. B-1 6 Ball Type Dahlias

The Ball type of dahlia has fully double blooms, with closely quilled petals, and is one of the most desirable of all dahlias for cutting because of their uniform ball shape, long keeping qualities and clear, distinct tones of color. This collection comprises the following varieties:—

A. D. LIVONI, pink
BONNIE BLUE, bluish
FLORAL PARK JEWEL, red tipped white
PURPLE BALL, purple
STORM KING, white
YELLOW DUKE, yellow

No. C-1 6 Cactus Type Dahlias

The Cactus type of dahlia has loosely formed, fully double blooms with quilled and pointed petals, and is becoming one of the most popular types because of the artistic flowers and long keeping qualities. Very desirable for both garden and cut flower purposes. This collection comprises the following varieties:—

RENE CAYEUX, brilliant red
BRIDE'S BOUQUET, white
CELIA, lavender pink
MELODY, yellow
LIBELLE, purple
WAR DANCE, yellow and red

No. C-2 6 Cactus Type Dahlias

This collection presents six more varieties of the same type as our No. C-1. All of your customers will want both of these collections to complete their color assortment of this type:—

EMILY RUSSELL, American Beauty red
PERLE DE LYON, white
KREIMHILDE, pink
SUNSET GLOW, yellow and scarlet
J. H. JACKSON, maroon
MRS. EDNA SPENCER, white overlaid lavender

No. D-1 6 Decorative Type Dahlias

The Decorative type of dahlia has fully double blooms with wide flat petals, and is the type most largely used for cut flower and exhibition purposes. This collection comprises the following varieties:—

BIG GUS, red
QUEEN MARY, pink
JEAN KERR, white
YELLOW COLOSSE, yellow
ROSE GLORY, rose lavender
E. T. BEDFORD, purple

All Collections, per carton of 12 boxes,

\$

Available for Spring, 1940

No. D-2 6 Decorative Type Dahlias

Presenting six more varieties of the same type as D-1. This collection will always be wanted by everyone who buys any other collection in our line to complete the full color range of the dahlia.

This collection comprises the following varieties:—

MINA BURGLE, red
DARLENE, shell pink
PURITY, white
SANICHAN'S BLUEBIRD, bluish
CHARM, burnt orange
ELIZABETH SLOCOMBE, reddish purple

No. X-1 6 Assorted Type Dahlias

This collection comprises the following varieties:—

SWEETHEART'S BOUQUET, Art Type, pink
RED CHIEF, Ball Type, bright red
PIERROT, Cactus Type, orange tipped white
AGNES HAVILAND, Decorative Type, pink and yellow
AIDA, Decorative Type, maroon
IOWA, Decorative Type, maize tipped pink

No. X-2 6 Assorted Type Dahlias

Still a different assortment, all very fine dahlias:—

GEISHA, Art Type, yellow and red
TILLAMOOK, Ball Type, light pink
THOS. OBERLIN, Cactus Type, orange red
RHEINISCHER FROHSINN, Cactus Type, carmine and pink
VENUS, Decorative Type, white suffused lavender
CATHERINE WILCOX, Decorative Type, pink tipped red

No. X-3 6 Assorted Type Dahlias

Another assortment of equally choice varieties:—

BERTHA HORNE, Cactus Type, bronzy yellow
LAWINE, Cactus Type, white tinged lavender
ZEPHYR, Cactus Type, pink
OREGON BEAUTY, Decorative Type, brilliant red
COUNTESS OF PEMBROKE, Decorative Type, lavender
AVALON, Decorative Type, yellow

Important Notice

Stock for all of the above collections is necessarily allotted early in the season; and as one or another variety often goes wrong in storage, or perhaps clumps fail to give the number of divisions required to keep stocks perfectly balanced, we must reserve the right to alter any of these collections in case an unavoidable or unexpected shortage occurs in any variety. In any case where such alterations are made we will give equal or better value in same type and color, and in every case labels will be made to state exact contents of the box. We look for a large demand for all of these collections, and believe we have set aside sufficient stock of each variety to carry us through the season, so our customers may be assured that no changes will be made unless absolutely necessary.

SHIPPING WEIGHT APPROXIMATELY 12 LBS. PER CARTON.
ALL ORDERS SUBJECT TO 3% DISCOUNT FOR CASH.

Special Introductory Offer

Each of the nine collections in our line this year is packed in cartons of 12 boxes each, and obviously no orders can be accepted for broken units.

However, we want every one of our dealers to be able to offer our entire line, and realizing that many of you might not want to stock up with a full carton of each collection on the start, we have put up as a SPECIAL INTRODUCTORY OFFER, the following assortment:—

4 boxes of each of the nine different collections—36 boxes in all
Beautiful colored display easel
Colored window posters
Mat for newspaper ad.

These sales helps are supplied only with initial order, and will give prominence to the stock that will surely move this small order and create a demand for many more boxes.

This Entire Outfit will
be supplied for only **\$9** Shipping Weight
approximately 36 lbs.

All Orders Subject to 3% Discount for Cash with Order

Think of it, 36 boxes presenting 4 boxes of each of nine different collections—216 roots in fifty-four different varieties, for only \$9.

You will find this the fastest selling line of merchandise you ever offered. Try it and see. Remember, there is, so far as we know, nothing like it on the market. You know this means that a lot of dealers are going to snatch up our offer, and there may not be stock enough to go around, so GET YOUR ORDER IN TODAY.

Don't forget, we have been growing dahlias for the mail order trade for many years, and supply nearly all the seed and nursery houses of national repute in the great mid-west. This line is intended to meet DIME STORE COMPETITION and keep the dahlia trade in the hands of the legitimate seed and nursery dealer or reputable department or other retail stores where it rightfully belongs. The stock is not cheap low grade stock that won't grow or prove true, but is guaranteed by us, under our own label, as

Sure to Grow - Free from Disease - True to Name

You can't go wrong when you take on this line.

WAYLAND DAHLIA GARDENS

WAYLAND

MICHIGAN

Get Out Your Camera!

Win a Cash Prize!

\$25. Cash for BEST WINDOW DISPLAYS

For good photo of Window Display featuring W.D.G. BLUE LABEL DAHLIAS, we offer

\$10.00 FOR BEST DISPLAY
7.50 FOR SECOND BEST DISPLAY
5.00 FOR THIRD BEST DISPLAY
2.50 FOR FOURTH BEST DISPLAY

\$25. Cash for BEST INTERIOR DISPLAYS

For good photo of Interior Display featuring W.D.G. BLUE LABEL DAHLIAS, we offer

\$10.00 FOR BEST DISPLAY
7.50 FOR SECOND BEST DISPLAY
5.00 FOR THIRD BEST DISPLAY
2.50 FOR FOURTH BEST DISPLAY

\$10. Cash for BEST NEWSPAPER ADS

For clipping of Newspaper Ad featuring W.D.G. BLUE LABEL DAHLIAS, we offer

\$2.50 FOR EACH OF THE BEST FOUR ADS SUBMITTED.

There are no strings attached to this offer. All we ask is good clear photos or clippings that can be reproduced in our next Bulletin.

Remember, we supply you with colored easel, window posters and mat for newspaper ad FREE OF CHARGE WITH YOUR INITIAL ORDER. These will aid you in making your displays.

WAYLAND DAHLIA GARDENS

E. R. Ryno, Prop.

LARGEST EXCLUSIVELY WHOLESALE DAHLIA GROWERS IN THE WORLD
WAYLAND, MICHIGAN



The most sensational line of packaged Dahlias ever offered. A line that certainly no jobber and probably no other grower could possibly duplicate. Nine different collections—six roots in each collection—fifty-four different varieties in the complete line. Retail at a uniform price of FIFTY CENTS per box of six roots—only EIGHT and ONE-THIRD CENTS per root. Never before have good dahlias been offered at such a low price. The fastest selling line you ever stocked. Be sure to get your orders in early, because we cannot take on more than one-thousand dealers this year.

WAYLAND DAHLIA GARDENS

Wayland

Michigan

Terms and Conditions

Each collection is packed in cartons of twelve boxes. No broken cartons can be supplied, and orders must be for full units.

We reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

In ordering, be sure to state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack stock safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

GUARANTEE—While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may

prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS—Unknown persons should send cash in full with order, or 25 per cent with order, balance C. O. D. Positively no accounts carried where amount is less than \$25.

REFERENCE—As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Mich.

Wayland Dahlia Gardens, Wayland, Michigan